P R O C L A M A T I O N

WHEREAS, more families own life insurance than any other form of thrift and savings, and

WHEREAS, life insurance has become the great base of family financial security planning, and

WHEREAS, life insurance has contributed to and benefits by the great social and economic changes, with changes in life insurance needs being made necessary constantly by these changes in the social and economic structure, as well as by changes in the family's own situation, and

WHEREAS, life insurance renders a second great service by carrying the policyholder dollars back to Main Street, where they go to work aiding all segments of the economy and the community as a whole, while awaiting call for benefit payment, and

WHEREAS, all persons, both as policyholders and beneficiaries, desire to learn more about life insurance--that is, what it does, and how it operates, and

WHEREAS, the South Dakota State Association of Life Underwriters is cooperating in a program to inform the public of the many and broad aspects of life insurance.

NOW, THEREFORE, I, ARCHIE GUBBRUD, Governor of the State of South Dakota do hereby proclaim the week of February 19th to the 24th as

LIFE INSURANCE WEEK

in this state. And do urge all citizens to avail themselves of this opportunity to learn more about their life insurance and what it can do for them, especially making this the occasion to see that it is so arranged as to be of utmost value to the beneficiaries.

IN WITNESS THEREOF, I have hereunto set my hand and caused the Great Seal of the State of South Dakota to be affixed this 9 day of November, 1961.

Archie Gubbrud
ARCHIE GUBBRUD
GOVERNOR

ATTEST:

Essie Wiedenman
Essie Wiedenman
Secretary of State

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